15 MARCH 1972

DEAR MR. DRASNIN:

I was told by Charles KURALT's Secretary - Louise Colon - that you produced "Misunderstanding China," which is a masterpiece of TV productions. I teach and research in communication and conflict resolution and I wish I could communicate to you the importance of that show.

Much research has been done on 1. how we form our images and 2. the importance of those images in subsequent dealings with others.

In practical terms, our image of a given person, place etc is often based on the sketchiest kind of data. Errors in images lead to

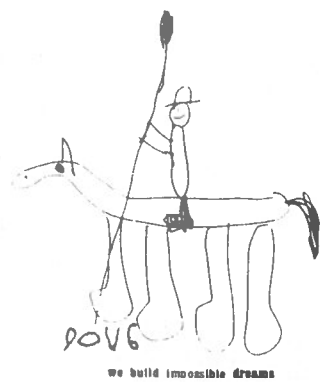
DON QUIXOTE ET AL

Box 1608 East Lansing 48823

we build impossible dreams

Conflicts, rumors, anxiety and a host of day-in day-out problems faced in our society. I suggest the "Iron Curtain" metaptor used by Churchhill created much of the fear in America of the "Communist Conspiracy."

At Michigan State University, a group of students and faculty have spent four years distilling research knowledge and putting it into practical use. We've gone on 3 summer projects to study urban problems, racial problems and other communication problems which result from misunderstandings based on erroneous images.



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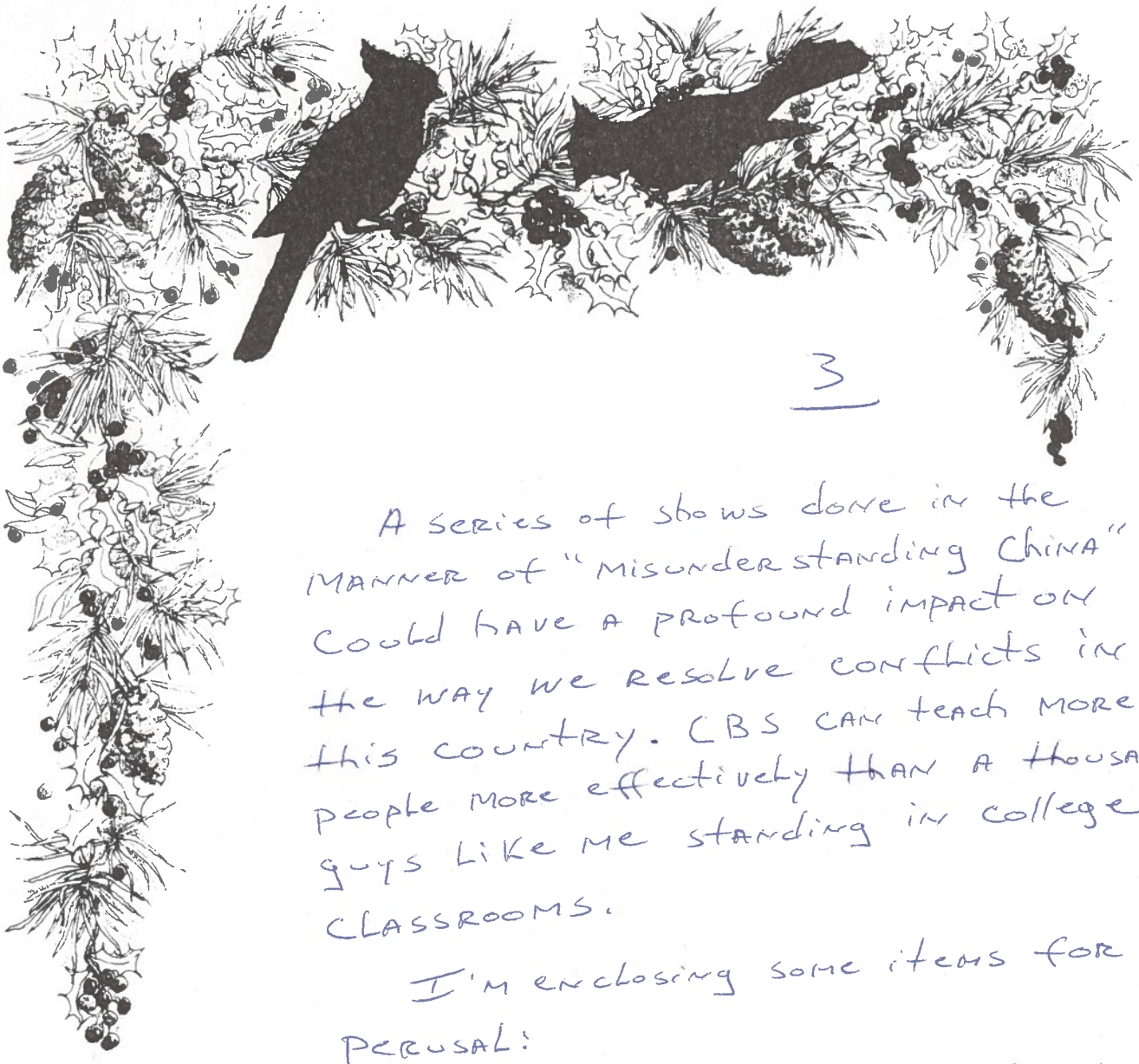

3

A series of shows done in the manner of "Misunderstanding China" could have a profound impact on the way we resolve conflicts in this country. CBS can teach more people more effectively than a thousand guys like me standing in college classrooms.

I'm enclosing some items for your perusal:

1. A short paper which illustrates how images resist change — then change suddenly
2. A course on conflict resolution which we tested on 40 students. This course is now being distributed

DON QUIXOTE ET AL

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by the U.S. Office of Education

3. A course on Urban Communication which we pretested on 80 students. Our Center for Urban Affairs gave me financial assistance to develop the course. We have a slide/sound show of the project.

4. Two Articles on our Dialogue 1969 project which was on CBS News July 4, 1969 from Hannibal, Missouri. Bill Plante did a great job. MSU has a filmed report.

There's more but I just wanted to give you an idea of what I was talking About. None of the material is copyrighted so put your mind at ease in case it wasn't.

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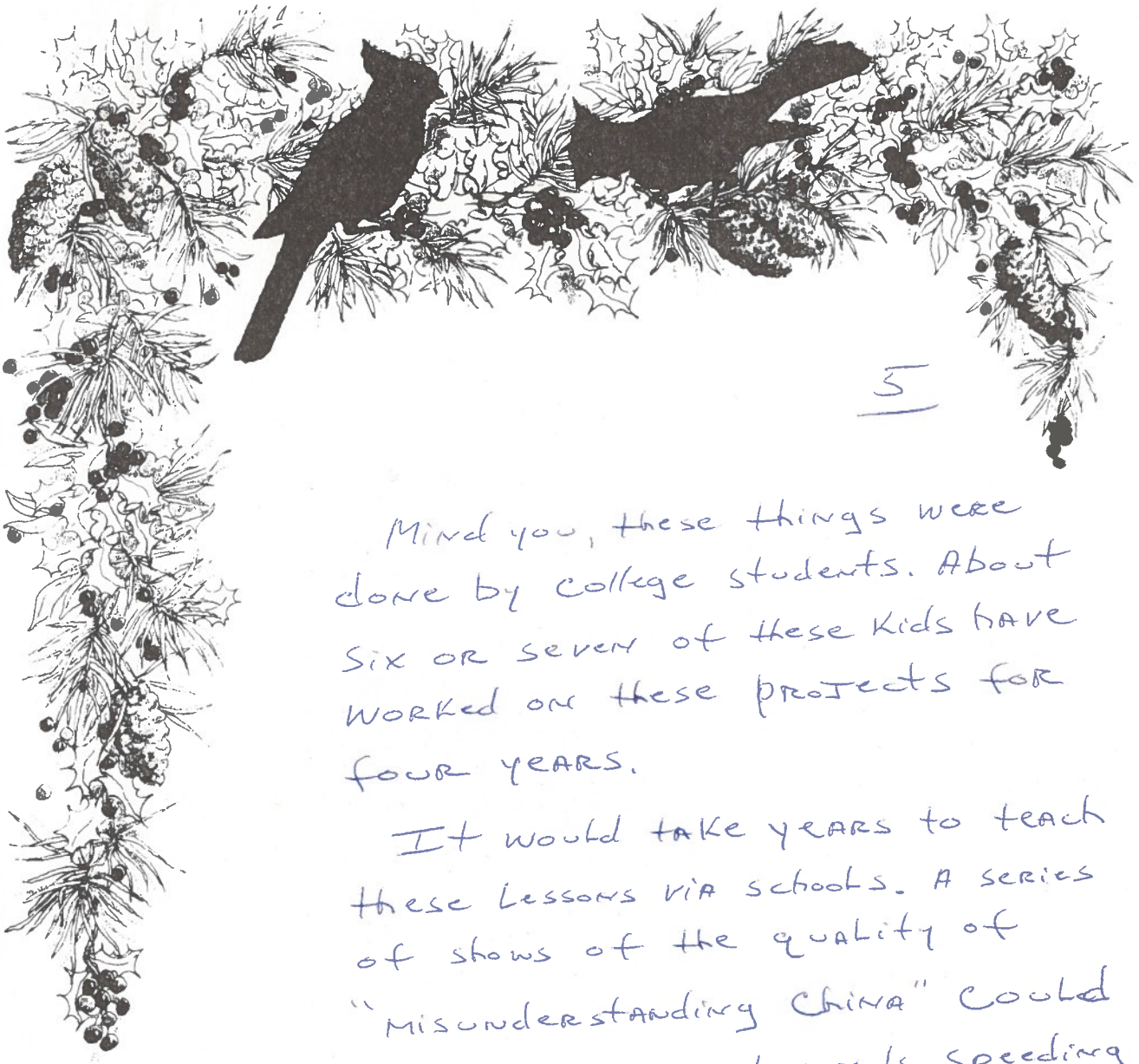

Mind you, these things were done by college students. About six or seven of these kids have worked on these projects for four years.

It would take years to teach these lessons via schools. A series of shows of the quality of "Misunderstanding China" could go a long way towards speeding up the process.

I sincerely hope I hear from you.

Clyde Morris

Phone
517 337 0382

P.S. The "fancy" stationery is for my 8 yr old son's benefit. He designed it.

DON QUIXOTE ET AL

Box 1608 East Lansing 48823

February 24, 1972

Mr. Irv Drasnin
C B S News
524 W. 57 Street
New York, N.Y. 10019

Dear Mr. Drasnin:

I would like to extend to you my compliments for your fine documentary "Misunderstanding China." As a teacher and student of the history of American foreign relations, I recognize the value of such a work in dispelling the myths and exposing the truth behind the attitudes of American policy-makers and the populace toward China and the Chinese people.

If at all possible, I would very much like to have a copy of the script for purely personal and educational purposes. This would be greatly appreciated. Thank you very much for your cooperation.

Sincerely,

Bruce Ackerman

Bruce Ackerman
212 E. Gregory
Champaign, Illinois
61820

NATIONAL COMMITTEE ON UNITED STATES-CHINA RELATIONS, INC.

SOUTHERN CALIFORNIA FIELD STAFF

374 KINSEY HALL, UNIVERSITY OF CALIFORNIA, LOS ANGELES, CA. 90024 (213) 825-1166

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KNXT, Channel 2
CBS Television
6121 West Sunset Blvd.
Los Angeles, California

February 24, 1972

Dear Sirs:

I would like to find out if the film "Misunderstanding China" which aired sunday February 20 will be available for public use, rental or otherwise.

The Southern California Field Staff will be revising and publishing this summer our booklet "Films on China in Southern California. I was able only to see the first five minutes of the program but I was very impressed.

Thank you for any information you may be able to supply.

Sincerely,

Christopher J. Wiley

FIELD STAFFS: Columbia University, Florida State University, Seton Hall University, University of California at Los Angeles, University of Michigan, University of Washington

NATIONAL OFFICE: 777 United Nations Plaza 9B, New York, N.Y. 10017

COLM O'SHEA LIMITED

PHONE:
361-1064

2 CARLTON STREET
TORONTO 2, CANADA

March 9, 1972

Mr. Irving E. Drasnin,
CBS News,
35 West 45th Street,
New York, N.Y.

Dear Irv:

My wife and I have just returned from a vacation in Florida and I wanted you to know that, while there, we had the pleasure of watching your CHINA show.

Heartiest congratulations! That was a very nice piece of work which we thoroughly enjoyed.

I trust you're keeping well and that you may find it necessary to visit with us in Toronto before long.

Sincerely,

Colm P. O'Shea

STANFORD UNIVERSITY
STANFORD, CALIFORNIA 94305

INSTITUTE OF POLITICAL STUDIES

550 SALVATIERRA STREET

23 Feb 72

Dear Lou,

Thanks for the advance warning. I posted it in the CASS trailer (The Asian Studies Dept.) so everybody could see it and be pleased that he/she had had a chance to participate.

Can I comment? I thought you did a good job — although you would have made a better announcer than Charles Kuralt. The stereotypes were really timid and your selection of pictures and sources was superb. (like, those missionaries in the nickelodeon. Wow! I disapproved of your pulling the punch at the end, though, when you (Kuralt) talked as if all the talk of personal freedom and satisfaction — of responsibility for one's own life and politics — had to be an overture to the anti-Communist rap of the past twenty-five years, the only reason being that it was extreme and that CBS always believes in middle-of-the-road truths. That was kind of a sop-out to middle-American custom, I think. But I say that in a spirit of friendly criticism and self-criticism out of professional critic-ism. The rest of the program was superb. It really got into the psychedelic and the cling-clang Chinaman bit — better than a book or large-screen movie or any other medium could have done it. In that respect it was a superb use of TV.

I have mentioned a column from the SF Chron, which praised the program by inference but doesn't really come to grips with the basic morality, the morality of the medium when for purposes to which it is put.

You really made my Sunday evening — and set me up for Dick's walk from the airplane to the car.

Thanks,

Jim Herriot

CBS NEWS
A Division of Columbia Broadcasting System, Inc.
524 West 57 Street
New York, New York 10019
(212) 765-4321

Dear Jim:

Many thanks for your most thoughtful letter and for your generous response to the China broadcast; and for taking the trouble to send the O'Flaherty columns. I do not have a clipping service except for friends who bother to send them along. I appreciate it.

The general reaction to the broadcast has been most gratifying, especially from Chinese who saw it and bothered to write. The most meaningful letters, of course, come from people like yourself and for those I am most grateful.

I'm not sure I agree with your assumptions about the "middle of the road" ending. The point intended was that whether we have seen the Chinese as villains or brothers, we've been mostly wrong and unrealistic about them; that they are neither stereotype but rather people with their own hopes and problems, their own aspirations and national interests. As for personal freedoms et.al. I relied mostly on the reports of Ross Terril, who seemed the most reputable source to have been in China most recently. Anyway, it's something I hope we'll be able to discuss sometime. And, I'm sincerely interested in your observations. It's damn important to evaluate one's work and get other perspectives.

Please let me know when you get back this way again. Meanwhile, I hope all goes well at Stanford.

Best regards,

Irv Drasnin
Producer

Mr. Jim Newcomer
Stanford University
Institute of Political Studies
550 Salvatierra Street
Stanford, California 94305

March 2, 1972

THE UNIVERSITY OF ARIZONA
ARIZONA MEDICAL CENTER
TUCSON, ARIZONA 85724

COLLEGE OF MEDICINE
DEPARTMENT OF SURGERY

February 21, 1972

Mr. Irv Drasnin
CBS News
51 West 52nd Street
New York, N. Y. 10019

Dear Irv:

I just wanted to drop you a note saying how much I enjoyed your recent television program "Misunderstanding China." It was very interesting as well as a delightfully composed presentation. In my lay opinion, I believe you have set a standard for the networks.

Although I have lost touch with you since the days of TEP and the Daily Bruin, I am pleased to see your fine progression. I expected no less!

Best personal wishes.

Sincerely,

Leonard

Leonard J. Weiner, M.D., F.A.C.S.
Associate Professor of Surgery

hkg

CBS NEWS
A Division of Columbia Broadcasting System, Inc.
524 West 57 Street
New York, New York 10019
(212) 765-4321

Dear Len:

And I thought nobody watched the credits except the people whose names are in them!

Your letter was a most pleasant surprise, and your accomplishments most impressive. I sincerely appreciate your taking the trouble to write and I am very pleased by your generous remarks about the China broadcast.

Sitting here amid the decay of America's "great city" I am envious of what must be the good life of Arizona and I'm delighted to know you're doing what you set out to do. I would have been most interested in your response to a broadcast I did a couple of years ago on Health in America. It would have been good to have consulted you.

Let me know if you ever get back this way. Meanwhile, it was good to hear from you.

All my best,

Irv Drasnin
Producer

Dr. Leonard Weiner
Associate Professor of Surgery
Arizona Medical Center
Tucson, Arizona 85724

March 2, 1972

Nazareth College
Nazareth, Mich 49074
February 22, 1972

The Staff
Sixty Minutes
CBS Broadcasting Co.
New York, New York

Dear Sirs,

Your program Misunderstand China was the honest and most objective report of the once "sick man of Southeast Asia" who was humiliated, raped, and mutilated by eight strong ugly men. This "sick man" has recovered and is now standing on his own two feet. Let us all learn from history!

Sincerely,

Soo Yee-yau

Soo Yee-yau

CBS NEWS
A Division of Columbia Broadcasting System, Inc.
524 West 57 Street
New York, New York 10019
(212) 765-4321

Dear Soo Yee-yau:

I am most appreciative of your thoughtful note and of your most generous remarks regarding "Misunderstanding China."

East Asia in general and China in particular have been my chief interest of study and I was particularly pleased by the response of persons like yourself to the broadcast.

Best regards,

Irv Drasnin
Producer

Soo Yee-yau
Nazareth College
Nazareth, Michigan
49074

March 1, 1972

21 February 1972

EMMY SHEEHY
150 CLAREMONT AVENUE
NEW YORK, N. Y. 10027

Dear Mr. Kuralt,

"Misunderstanding China" was a superb production. Congratulations to you on your rare understanding.

My interest in China dates back to the early 1900's when my aunt, a medical missionary in China, visited us and shared with us her enthusiasm for China and its civilization. She was far more doctor than missionary. One of her comments that I recall was "There is far more superstition in York County (Pa.) than in all of China!" We lived in York Co. Later she introduced me to Chinese poetry - and philosophy - through

Arthur Waley's fine translations. She remembered birthdays and Christmas with such treasures as a small Oxblood vase, a precious hand copy of a Chinese book of prophecy specially prized because of its calligraphy - etc But I shouldn't ramble on -

Aunt Madge would have been delighted with your presentation -

I thank you.

Sincerely

Evangeline Sheeley

Feb. 20

Dear Mr. Kuralt,

Your special "Misunderstanding China" was excellent. It greatly broadened my understanding of a country that confuses me constantly.

Sincerely,
George E. Bailey

CBS
A Division of Columbia
524 West 57 Street
New York, New York
(212) 765-4321

2/21/72

Dear Sir—

Thanks for your part in presenting "Misunderstanding China". It was long overdue as we needed to be educated about China. I can imagine Pres. Nixon reviewing the film and then telling CBS - its OK to show now!

Sincerely,
Mrs. Mary E. Pritchard
6933 S.W. 35th Avenue
Portland, Oregon 97219

Dear Mr. Reasoner,

Tonight my son and I watched your hour-long documentary on China. Many thanks! At 41, I'm old enough to "know" the facts, but never before have I had them put together. My 14-year old son would have had little interest in doing the reading necessary to get even the facts, let alone "the big picture."

I congratulate you on a wonderfully thought-provoking show.

Sincerely,

Vicky Dougherty

Mrs. J.M. Dougherty
240 Congressional Lane
Rockville, Md. 20852

FLORENCE JONAS
885 RIVERSIDE DRIVE
NEW YORK, NEW YORK 10025

February 23, 1972

Mr. Charles Kuralt
CBS News
524 West 57 Street
New York, N.Y. 10019

Dear Mr. Kuralt:

Even though I have already written to Mr. Salant about your splendid program "Misunderstanding China," I feel that I must thank you personally (and all of the others who worked on it). As I have told Mr. Salant, so far as I am concerned, this has been the most important and meaningful of all of the programs I have seen thus far on China. Somehow, since I have never shared such views on the Chinese, I was quite unaware of the attitudes which have been built up through the movies, comics, etc. all these many years. I myself visited China in 1935 simply out of an interest and a deep respect for her (his-its-Ms?) ancient culture. Guess the Charlie Chans and Fu Manchus just passed me by.

By the way, I have also accompanied you on many of your visits to the byways of our great country and I wish to thank you for our journeys together, too.

Yours sincerely,

Florence Jonas

(Mrs.) Florence Jonas

1365 Anchorage
Merritt Island, Fla.
February 20, 1971

CBS News
Madison Ave.
New York, New York

Dear Mr. Kuralt,

Yours has to be the most pathetic, informative and entertaining program on the "China-prep" programs this weekend. To quote my 16 year-old, "better than those professor-types this noon".

Western-Electric never lived up to it's slogan, "of making things to bring people closer" Do call us Do tube as in Misunderstanding China. May we all take it's warnings seriously. I hope Western Electric, Dr. Hutchins and Kuralt team up again soon. Sincerely,

Marcus Williams

1605 E. Seneca Dr
Syracuse, NY 13210
Feb. 23, 1972

Charles Kerralt
CBS-TV
New York, NY

Dear Sir:

The Feb 20 program on China was absolutely outstanding! Your comments were clear, insightful, + shrewd. I enjoyed the tape thoroly.

Sincerely,
Julie Charles

Rensselaer Polytechnic Institute

TROY, NEW YORK 12181

Dear Mr. Hunt

Congratulations on your China show last night. You probably came more to understand relations with the Chinese than anyone else — & it came home! Also, a nod to your terse writing — a clear, pointed style.

L. Trachten

February 22nd, 1972

Mr. Charles Kuralt
C. B. S.
51 West 52nd Street
New York, New York 10019

Dear Mr. Kuralt: Re: MISUNDERSTANDING CHINA

We want to express our appreciation for your wonderful job on Misunderstanding China on TV the other day. As Chinese, we had seen the foreign invasions in China ourselves; and since we had immigrated to this country sixteens years' ago, we have never seen a documentary about China better than yours.

May we congratulate you on the factual report and hope you will continue to do more of this kind of documentary about other countries to bring the true to the American pecple, so that we can understand others better.

Very sincerely yours,

Monte & Marie Liang

Monte & Marie Liang
69-02A, 186th Lane
Fresh Meadows, New York, N.Y. 11365

Dear Bill,

Enjoyed your story of
running 14 miles in
Wyoming! C

How anyone can pretend
ignorance of China? —
All sorts of channels have
been open for years!

As a P.B.S. supporter
wishes to thank CBS
for good stories.

Clemmie Barry

Dick Barry
1118 Sir Francis Drake Blvd.
Kentfield, Calif. 94904